



# TV IS DIGITAL

HbbTV Platform and Advertising Products

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# FURTHER INVESTMENT IN CONTENT + PLATFORM



Relaunch and TV campaign December 2016

More content, votings and games

Contextual content and look & feel



Die Entertainment Taste.



# Red button positioning: Enhanced TV ON the TV

## Entertainment and TV content



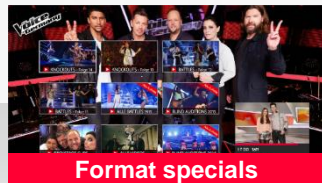
Mediacenter



Instant re-start



EPG



Format specials



Interactions



Sweepstakes/casual games

## Information and services



Breaking news



VIP news



Commerce

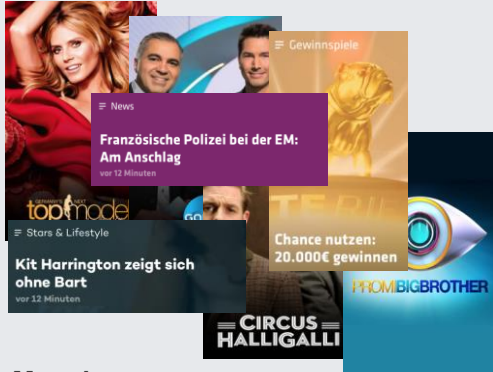
Full experience on your TV screen

Entertainment and information directly on your 1st screen without media break



# The heart of red button: contextual content and look&feel

## Structured content



### Metadaten:

Format: Live Spezial

Stimmung: Highlight

Sendezeit: 20:15-22:45

Aktuelle Zeit: 20:35, Kandidatenvorstellung

Location: NY City

Kategorie: Mode, Casting

Target Group: GNTM Fans

Time of the day

Genre, Format & Brand

Demographics



## Profiled person



Demographics

Location

Moment

Düsseldorf, NRW  
Abends nach der Arbeit  
Sie schaut GNTM auf Pro7  
20:35 Uhr

Time of the day

Genre, Format & Brand

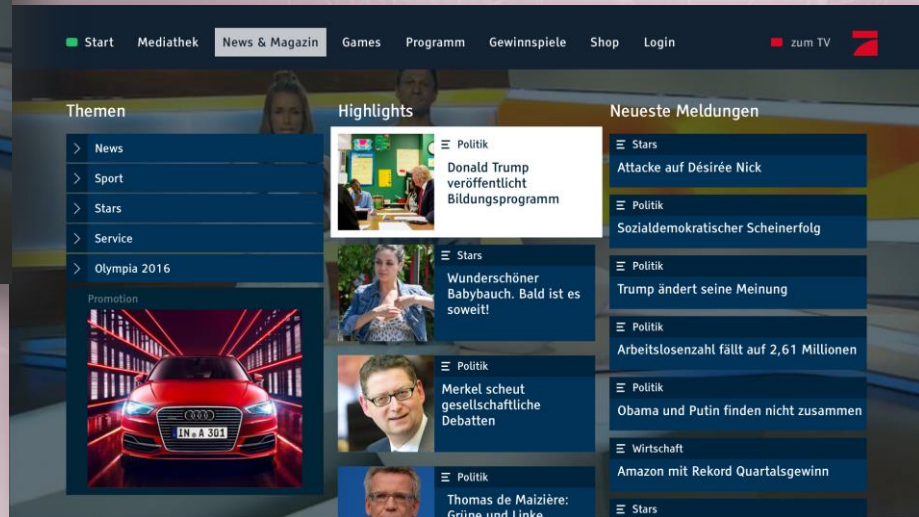
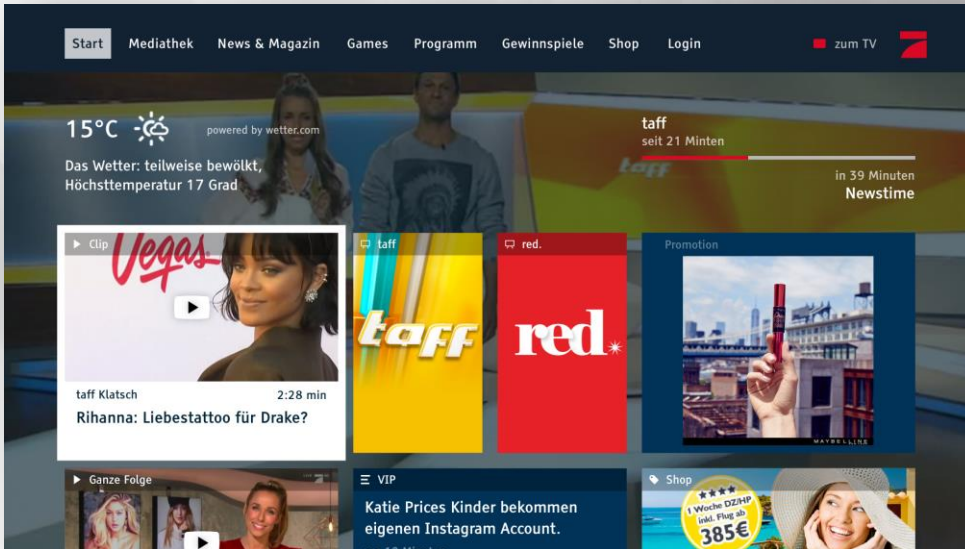


# New platform: focus on additional business

Fitting Content to program

Additional business: ecommerce, games

Strong magazine to create habit



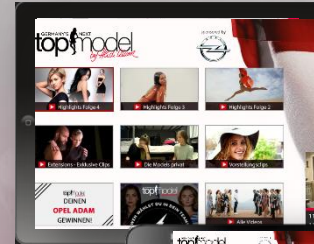
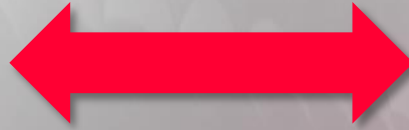


# Bring more viewers on platform: New SwitchIn Design





# Outlook: Synchronisation red button and Second Screen with HbbTV 2.0



Timing: mid 2017

- 2nd Screen as Remote Control
- Start watching on mobile and finish on 1st screen
- Start watching on 1st screen and finish on mobile
- Content discovery mobile and watch on 1st screen
- Mobile notifications
- Easy registration on 2nd screen
- Interactions: votings, polls etc.
- Ecommerce on 2nd screen



# **+ Advertising**



# Addressable TV = Digital revolution on TV



Adserver connection

1-1 communication

Interactive applications



## Addressable TV is reality



Over **10** mio.

connected Smart TVs

Over **26** mio.

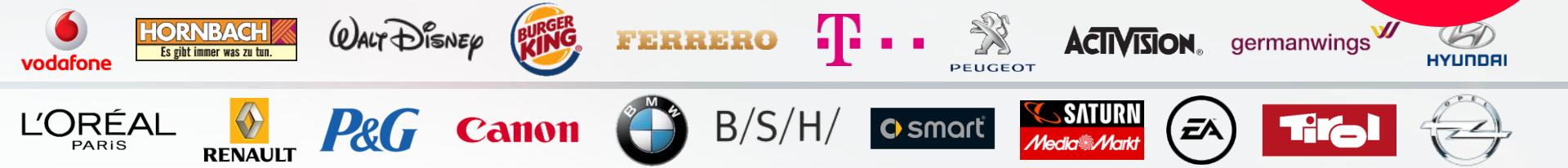
viewers in households



# Attractive topic for the advertising market



Over 40  
Campaigns  
Jan-Aug 2016





## 2 segments for ad campaigns

ADD-ON FOR TV COMMERCIALS

DIGITAL ONLY

BRANDED RED BUTTON

SWITCHIN



Burger King

TK MAXX

Peugeot

Telekom

Mobilcom Debitel

Opel

Opel (Freestyle)

Opel (Animated XXL)

GNTM Sponsoring

Branded Entertainment



# SwitchIn XXL case Opel





# 320 mio. contacts monthly



The Big Bang Theory  
 Die Simpsons  
 Germany's next Topmodel  
 Two and a half Men  
 Mike & Molly  
 2 Broke Girls  
 Supergirl  
 Galileo  
 red!



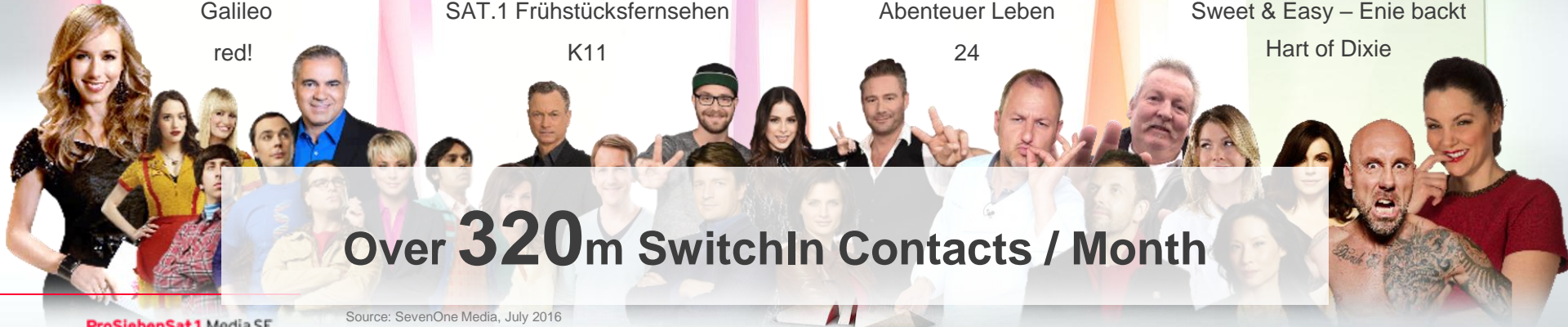
Criminal Minds  
 Scorpion  
 Navy CIS L.A.  
 Profiling Paris  
 Promi Big Brother  
 The Voice of Germany  
 Castle  
 SAT.1 Frühstückfernsehen  
 K11



Blue Bloods  
 Elementary  
 Without a Trace  
 The Mentalist  
 Body of Proof  
 Cold Case  
 Medium  
 Abenteuer Leben  
 24



Grey's Anatomy  
 The Goodwife  
 Sex and the City  
 Emergency Room  
 Devious Maids  
 Vampire Diaries  
 Tattoo Shockers – Las Vegas  
 Sweet & Easy – Enie backt  
 Hart of Dixie



## Over 320m SwitchIn Contacts / Month



# Targeting age / gender based on AGF panel data



Adults
E 14-29 ▶
E 18-39 ▶
E 18-49 ▶

Female
F 14-29 ▶
<b>F 18-39 ▼</b>
Emergency Room
Numb3ers
Vampire Diaries
Private Practice
Without a Trace
Castle
Grey's Anatomy
Mike & Molly
...
<b>F 18-49 ▶</b>

Male
<b>M 14-29 ▼</b>
The Big Bang Theory
The Flash
Two and a half Men
One Tree Hill
Full House
Malcom Mittendrin
Die Simpsons
Futurama
Quantico
...
<b>M 18-39 ▶</b>
<b>M 18-49 ▶</b>

# Weather targeting



Jetzt **red button** drücken

ANZEIGE Datenschutz

*Rotkäppchen*

Jetzt einen von 500 Weber Gasgrills gewinnen!

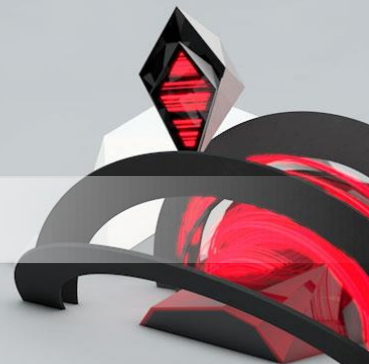
HEISS GRILLEN.  
EISKALT GENIESSEN.

Ihr Grillwetter für Köln  
powered by **wetter.com**

Heute	Morgen	Übermorgen
19° / 5° sonnig	21° / 6° sonnig	20° / 6° sonnig

\*example

Many use cases: Cinema | Illness/Cold | Running | Outdoor | BBQ | Snow tires ...





# New SwitchIn Freestyle layout



# SwitchIn family



SwitchIn **CLASSIC**

SwitchIn *Freestyle*

SwitchIn **XXL**

Standard  
Payout

TV Brand • AGF target groups • Individual

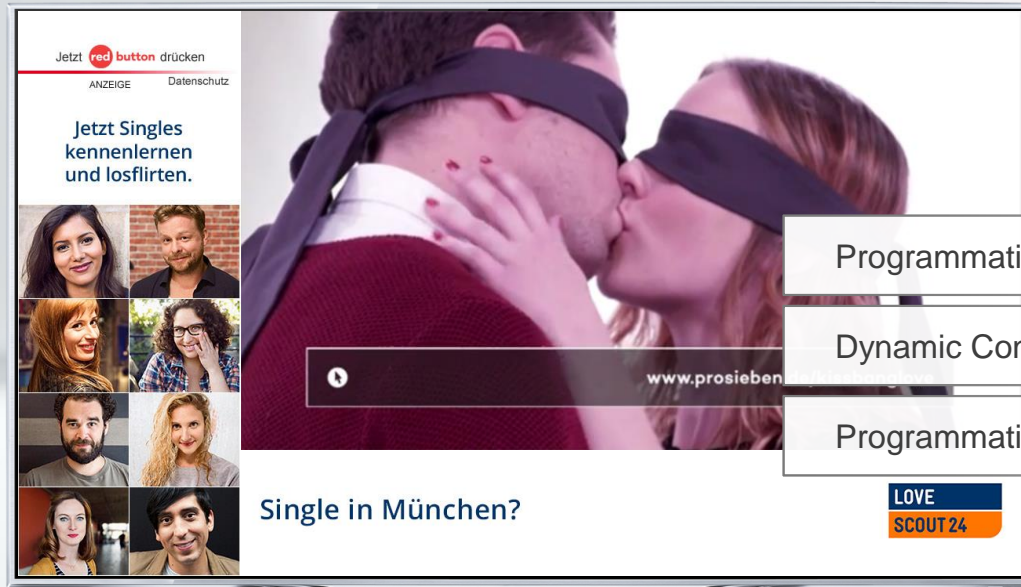
Targeting  
AddOn

Geo/Regio • Time • Weather





# Programmatic TV via P7S1 adtech stack



Programmatic Booking and Execution

Dynamic Content (e.g. Regional Campaigns)

Programmatic Guaranteed Model

First Mover

**PLAN.NET**



SSP



DSP





## MORE TARGETING

- AGF Data
- Geo
- Weather
- Time

**320 m**

Contacts / Month

## MORE REACH

- On all TV formats
- 10m Devices
- 26m Viewers

## MORE CREATIVITY

- Animated SwitchIn XXL
- SwitchIn Freestyle